

## **PUBLICATIONS**

Housel, Thomas J., Omar El Sawy, Jenny Zhong, and Waymond Rodgers (2001) *Measuring the Return on Knowledge Embedded in Information Technology*, Proceedings (refereed) International Conference on Information Systems, New Orleans, December 16-19.

Smart, P., Maull, R., Karasneh, A., Housel, T., and Z. Radnor (2001) *An Approach for Identifying Value in Business Processes*, Proceedings (refereed) of the European Operations Management Association, June 3-5.

Rodgers, Waymond and Housel, Thomas J. (2001) *Investment Making in the High Technology Industry: Implications for the Accounting Profession*, Proceedings (refereed) of the 21<sup>st</sup> Annual Congress of the European Accounting Association, Athens, Greece, April 18-20.

Rodgers, W. and Housel, T. (2001) *The Effects of Financial Accounting, Forecasted and Non-Financial Information on Investors Decision Making*, Proceedings (refereed) of the 5<sup>th</sup> International Seminar on Manufacturing Accounting Research, Pisa, Italy, June 6-8.

Rodgers, Waymond and Housel, Thomas J. (2001) *Non-Financial And Financial Effects On Auditors' Analysis Of Prospective Financial Statements in the Electronic Economy*. Proceedings (refereed) of the 5<sup>th</sup> Annual EIASM conference on Auditing, Copenhagen, Denmark, June 15-16.

Housel, Thomas J. and Periera, Francis (1997) *Predicting Broadband Interactive Multimedia Adoption Rates*. White Paper Study: Center for Telecommunication Management.

Housel, Thomas J. and Kanevsky, Valery (1995). *Reengineering Business Processes: A Complexity Theory Approach to Value Added*, INFOR, Vol. 33, pp. 248-262.

Housel, Thomas J. and Kanevsky, Valery (1995). *A New Methodology for Business Process Auditing*, Planning Review, May - June, pp.31- 36.

Housel, Thomas J., Arthur H. Bell, and Kanevsky, Valery (1994). *Calculating the Value of Reengineering at Pacific Bell*. Planning Review, January - February, pp. 40- 55.

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Rodgers, Waymond and Housel, Thomas J. (1992) *The Role of Componential Learning and Integrative Processing in Accounting Education*. Accounting and Finance, Vol.32, No. 1, pp.73-86.

Housel, Thomas J. and Davidson, William H. (1991). *The Development of Information Services in France: The Case of Public Videotex*. International Journal of Information Management, Vol. 11, pp. 35-54.

Railing, Larry and Housel, Thomas J. (1990). *The Network Infrastructure to Contain Costs and Enable Fast Response: The TRW Process*. MIS Quarterly, Winter, Vol. 14, No. 4., pp.405-419.

Railing, Larry and Housel, Thomas J. (1990) *An Intraorganizational Network Based System*. Information Networking and Data Communication. International Federation for Information Processing Refereed Conference Proceedings. Lillehammer, Norway, 1990.

Housel, Thomas J. and Ebizawa, Eiichi (1989). *Information Systems for Crisis Management*. Japan Society for Security Management, Vol. 1, pp. 1-13.

Rodgers, Waymond and Housel, Thomas J. (1987) *The Effects of Information and Cognitive Processes on Decision Making*. Accounting and Business Research, Vol. 18, 67-74.

Housel, Thomas J., El Sawy, Omar A., and Donovan, Paul E. (1986). *Information Systems for Crisis Management: Lessons from Southern California Edison*. MIS Quarterly, Vol. 10, 389-400. (First Place Winner of the Society for Information Management Paper competition).

Housel, Thomas J. and Housel, Marian E. (1986). *The Role of Business Communication Practitioners in the Computer Age*. Journal of Business Communications, Vol. 23, 5-11.

Housel Thomas J. and Andrews, J. Douglas (1985). *Teleconferencing: Applications for Business*. Informatics and Telematics, Vol. 2, 207-221.

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Spiller, Rex and Housel, Thomas J. (1985). *Training with Teleconferencing: Increased Productivity and Reduced Costs*. Sloan Management Review, 27, 57-62.

Housel, Thomas J. (1985). *Conversational Themes and Attention Focusing Strategies: Predicting Comprehension and Recall*. Communication Quarterly, Vol. 33, 236-253.

Housel, Thomas J. (1985) *Understanding and Remembering Television Newscasts: Story Style and Linguistic Complexity*. Journalism Quarterly, Vol. 61, 505-508, 741.

Housel, Thomas J. and Waldhart, Enid. (1981). *The Effects of Communication Load and Mode on Perceived Decision Quality and Satisfaction*. The Southern Speech Communication Journal, Vol. 46, 361-376.

Housel, Thomas J. and Acker, Steven R. (1981). *A Comparison of Three Approaches to Semantic Memory: Network, Feature, and Schema Theory*. Communication Quarterly, Vol. 29, 21-31.

Housel, Thomas J. and Wheeler, Christopher A. (1980) *Nonverbal Reinforcement and Type of Relationship in Dyadic Interviews*. Journal of Applied Communication Research, Vol. 8, 120-127.

Housel, Thomas J. and Davis, Warren E. (1977). *Reduction of Upward Communication Distortion*. Journal of Business Communication, Vol. 14, 49-65.

### **WORK IN PROGRESS**

Housel, Thomas J., Omar El Sawy, Jenny Zhong, and Waymond Rodgers (2001) *Measuring the Return on e-Business Processes: The Knowledge Value Added Approach*,

Revise and resubmit to the Special issue of Information Systems Research journal on Electronic Commerce Metrics.

Housel, Thomas J. and Rodgers, Waymond. Perceptions of Traditional and New Electronic Economy Metrics in Investment Decisions. To be submitted to Information Systems Research.

Madni, A. and Housel, T. Revenue Amplification Through Metrics-based Process Investment Prioritization (RAMPP): A Knowledge Management Approach. (will be submitted to refereed IEEE journal)

## **BOOKS**

Housel, Thomas J. and Arthur Bell (2001). Measuring and Managing Knowledge Boston: McGraw Hill

Housel, Thomas J. and Skopec, Eric A.(2001). Global Telecommunications Revolution: The Business Perspective. Boston: McGraw Hill

Housel, Thomas J. and Hom, Sandra (1999) *Knowledge Management in the Telecommunications Industry*. Refereed research report: International Engineering Consortium and Center for Telecommunication Management. (455 pages - survey results and 13 original case studies)

Housel Thomas J. (1991). Information Technology and Crisis Management. Greenwich, Connecticut: JAI Press.

Campbell, Patty G., Housel, Thomas J., and Locker, Kitty O. (Eds.) (1988). Conducting Research in Business Communications. Urbana, Illinois: ABC Publishing.

Housel, Thomas J. and Darden, William E. (1988). Introduction to Telecommunications: The Business Perspective. Cincinnati, Ohio: Southwestern Publishing.

## **BOOK CHAPTERS**

Kanevsky, Valery and Housel, Thomas J. (1998)*The Learning-Knowledge-Value Cycle*. In *Knowing in Firms: Understanding, Managing, and Measuring Knowledge*. G. von Krogh, J. Roos, and D. Kleine (Ed.s), Sage: New York.

Kanevsky, Valery and Housel, Thomas J. (1995). *Business Process Reengineering: An Objective Approach to Value Added*. In Grover, Varun and Kettinger, William (Eds). Business Process Reengineering: A Managerial Perspective. Harrisburg, Pennsylvania: Idea Group Publishing.

Housel, Thomas J. and Darden, William E. (1994). *Centrex Vs. PBX: Resolving the Controversy*. In Dholakia, Ruby (Ed). Marketing Strategies for Information Technologies. JAI Press.

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Housel, Thomas J. (1990). *Procuring Telecommunications: A Strategy for User Companies*. In Sheth, Jag and Johnston, Wesley (Eds). Purchasing in the 1990s: Procurement in the Telecommunications Industry. Greenwich, Connecticut: JAI Press Inc.

Davidson, William H. and Housel, Thomas J. (1990). *TRW Corporation: The Space Park Network Design Decision*. In Beverly Davenport-Sypher (Ed.) Case Studies in Organizational Communication. New York: Guildford Publications, Inc.

Davenport-Sypher, Beverly, Sypher, Howard, Housel, Thomas J., and Booth, Rosemary. (1990). *The Role of Communication in Automating IBM Lexington*. In Beverly Davenport-Sypher (Ed.) Case Studies in Organizational Communication. New York: Guildford Publications, Inc.

Housel, Thomas J. (1988). *Integrated Services Digital Network (ISDN): Is It Worth the Price of Progress?* In Hills, Philip and McLaren, Margaret (Eds.) Communications Skills: Teaching and Practice. Kent, Britain: Croom Helm Ltd.

Housel, Thomas J. (1987). *Teleconferencing: Applications for Business*. In Singh, Indu (Ed.) Dynamics of Information Management. Ablex Publishing Company (Reprint).

### **SELECTED PROFESSIONAL PRESENTATIONS (over 200 professional and keynote presentations)**

Housel, Thomas J. IT Trends Reshaping Our World. Presentation to CIO Academy Forum, San Francisco. October 14, 2001.

Housel, Thomas J. Valuing Intangibles in Internal Auditing. Presentation to Institute of Internal Auditors. Los Angeles, September 8, 1999.

Housel, Thomas J. Developing Strategy in the Global Telecommunications Industry. Keynote address for the International Economics Institute. August 1997

Housel, Thomas J. and Kanevsky, Valery. *Rethinking the Corporation as a Knowledge-based Organization*. Presentation to the Strategic Management Society, Mexico City, October, 1995.

Housel, Thomas J. and Kanevsky, Valery. *The Learning-Knowledge-Value Spiral and Tracking the Velocity of Knowledge to Value*, Presentations to the Knowledge Imperative Symposium (sponsored by The American Productivity and Quality Center and Arthur Andersen), Houston, September 1995.

Kanevsky, Valery and Housel, Thomas J. *Value-Based Business Process Reengineering*. Presentation to The Institute of Management Science (TIMS), Anchorage. June, 1994.

Housel, Thomas J. and Kanevsky, Valery. *Value-Based Business Process Reengineering*. Workshop presented to International Quality and Productivity Center, Chicago. November, 1993.

Housel, Thomas J. and Kanevsky, Valery. *Value-Based Business Process Reengineering: Calculating Return on Investment in Process*. Presentation to the International Institute of Research, Chicago. June, 1993.

Housel, Thomas J. *Beyond Business Process Reengineering*. Presentation to Western Communications Forum (National Engineering Consortium), Phoenix. February, 1993. (Rated as excellent by attendees.)

Housel, Thomas J. *Reengineering Do's and Don'ts*. Presentation to the COMER Roundtable, University of Southern California School of Business. January, 1993.

Housel, Thomas J. *Reengineering at Pacific Bell*. Presentation to the Communications Forum (National Engineering Consortium) in Chicago. May, 1992.

Housel, Thomas J. *Reengineering and Beyond*. Presentation to Theseus Institute, France. April 1992.

Housel, Thomas J. *Data Communications for Competitive Advantage*. Keynote address presented to INDC - 90' conference, Lillehammer, Norway. March, 1990.

Housel, Thomas J. *An Intraorganizational Network Basis System*. Presented to INDC - 90' conference, Lillehammer, Norway. March, 1990.

Housel, Thomas J. *Broadband Fiber Optic Services to the Home*. Presented to TeleCon IX, San Jose, CA. October, 1989.

Housel, Thomas J. *Procuring Telecommunications: A Strategy for User Companies*. Presented to the CTM Research Symposium: Purchasing in the 1990's—The Evolution of Procurement in the Telecommunications and Information Technology Industries. University of Southern California May, 1988.

Housel, Thomas J. *ISDN: A Brief and Skeptical Review*. Presented to the Emerging Technologies in Telecommunications Conference, Hannover Trade Fair - CeBIT (West Germany), March 1987.

Housel, Thomas J. *Computing Systems, Telecommunications, Business Communications: Working Together*. Presented to the Third Annual MIS Seminar, University of Wisconsin-Eau Claire, March 1987.

Housel, Thomas J. *Setting the Standards: A Closer Look at ISDN*. Keynote presentation for the Third Annual MIS Seminar, University of Wisconsin-Eau Claire, March 1987.

Housel, Thomas J. *The Conceptual Islands of Business Communications Technology*. Paper presented to the Association of Business Communications, November 1986.

Housel, Thomas J. *Internal Promotion of New Technologies*. Paper presented to Telecon VI, October 1986.